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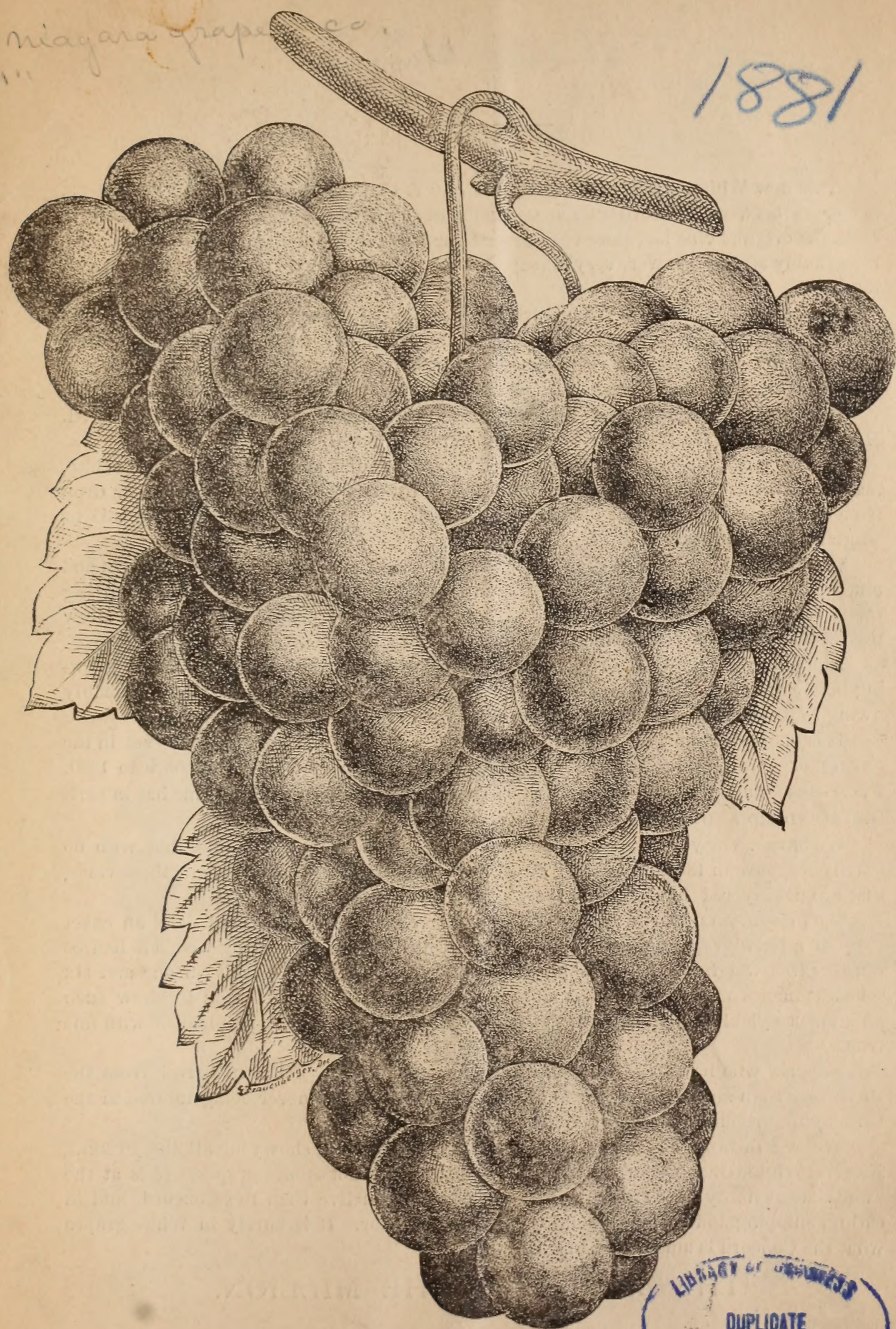
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THE NEW WHITE PURELY NATIVE GRAPE

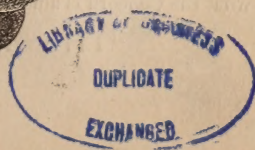
“NIAGARA.”

niagara grapes

1881



N. York



“NIAGARA.”

This new White Grape, originated by HOAG & CLARK, of Lockport, N. Y., in 1868, is a cross between Concord as female and Cassady as male forms. First fruiting in 1872, the original vine has since regularly borne large crops of fine fruit. The vine is a remarkably strong grower, very hardy and has never shown the least symptoms of disease.

The leaves vary in form from Hartford Prolific, to Concord, but all are thick and leathery, of a dark glossy green, looking as though newly varnished each day. They also have the peculiarity of remaining green and fresh even to the base of the canes long after the wood has ripened, and no amount of drouth ever makes them fade.

Bunches very large and uniform, very compact and sometimes shouldered. Many weigh from eight to fourteen ounces and even more.

Berries large, or larger than Concord, mostly round and a light greenish white, many semi-transparent, and slightly ambered in the sun. They never crack or drop from clusters; skin thin but tough, would enable them to be shipped to California or England in fine order.

Quality good, as good as Rebecca, and has a flavor and aroma entirely its own and much liked by most people. Very little pulp, melting and sweet to the center; parting freely from the seeds, it can be freely eaten by that class of people who do not swallow the seeds, as it never makes the tongue sore.

Ripening with the Hartford Prolific it hangs firmly on the vines until frost, growing better each day, and without shriveling or withering in the least. This is probably owing to its retaining its leaves so fresh and green even on ripened wood.

It is enormously productive and a regular bearer. A one year old vine set in the Spring of 1878, produced 25 fine clusters in the summer of 1879, and bore in 1880, FIFTY-SEVEN clusters, and now in 1881, a larger crop. A four year old vine has in 1881, ONE HUNDRED AND FORTY clusters.

We have a vineyard, set in the Spring of 1878, one year old plants, that with no extra care, bore in 1880, an average of over ten pounds of fruit per vine, and these vines, that are not layered, have, now in 1881, a large crop of fruit.

We present on opposite page a cut of a single vine in this vineyard, it is an exact copy of a photograph taken Sept. 6th, 1880. On 48 inches of bearing woods it had 63 clusters that weighed 26½ lbs., being an average of one pound of fruit on one and six sevenths inches of bearing-cane—a most remarkable production of fruit; to show such an immense yield did not injure it in the least, it is now, in 1881, again loaded with fine fruit.

Experts who have carefully examined, pronounce the “Niagara” freer from the Phyloxera than any other grape; in fact it is almost exempt, never being injured in the least by that scourge of the grape grower.

The “NIAGARA” is decidedly the most beautiful and showy of all the PURELY NATIVE White Grapes—much resembling California or Hot House grapes. It is at the same time as hardy, free from disease, and more productive than the Concord, and in eating, shipping and keeping qualities it is far superior. It is surely in White grapes what the Concord is among the Black,

THE GRAPE FOR THE MILLION.



THE "NIAGARA" GRAPE.

Although we have the utmost confidence in the "Niagara" and believe it without exception THE BEST GRAPE OF THIS CENTURY, yet there has been so much fraud in the dissemination of new grapes that for the purpose of thoroughly testing it in all soils and climates, we have already planted a few vineyards in some twelve different States, including the Canadas.

Before we offer it for sale to the general public we desire to still further test it in the same thorough, practical way, and for that purpose a limited number of responsible persons, in good grape sections, will be furnished vines for *vineyard* planting on *special terms*. *Payment for such vines made contingent on one-half the net sales of fruit.*

These are the only terms and considerations on which any vines will be disposed of for the present, and by holding the *entire stock* of plants and *owning all wood* grown for some years, we will be able to control the propagation and thus prevent competition from outside parties; and as no other white grape is likely to be planted, except in an amateur way, those who plant "Niagara" now, *will virtually control the sale of white grapes for some time to come.*

In the whole field of Horticulture no other one variety of fruit, in our opinion, begins to hold out the promise of reward which the "Niagara" does to the planter of a vineyard. The fact that we are willing to sell vines, taking our pay from only one-half the income from the vineyard, shows the confidence we have in the "Niagara."

As we shall only grow plants from the very best wood, and produce very superior plants, but in limited numbers, and being so far behind our orders last Spring, we wish to give notice that parties will be supplied with vines in rotation as contracts are made, until the stock of plants for Spring of 1882 shall be exhausted.

PREMIUMS.

The awards of premiums at fairs are made on a very superficial examination, and at best reflect the opinion of only two or three men. We prefer rather to show the "Niagara" to the people, that they may see and taste it and be their own judges of its merits, and never have, or shall exhibit it anywhere, in competition for premiums.

TESTIMONIALS.

We might fill a volume with testimonials taken from letters received, but thinking best not to violate private correspondence, we shall give only a few extracts from the many articles that have at different times appeared in the public papers, written by entirely disinterested persons and entirely without our knowledge or solicitation.

Extract from an article by A. C. Younglove in *American Rural Home*, December 13, 1879.

The "Niagara" Grape.

To sum up the whole matter of new white grapes, I regard the "Niagara" as a fixed fact, and the only one that I would now feel justified in commending for general vineyard planting, and the only one in the whole list that possesses all the qualities necessary to fully and completely meet the wants of the grape growers of Western New York, and I think the entire country as well.

The "Niagara" Grape a Great Success.

Extract from article by C. A. Green in *Rural New Yorker*, July 16, 1881.

The "Niagara" is a great success at the place where it originated as regards vigor, health and productiveness, and in quality

it is good enough for the present demands of the markets. * * * The "Niagara" grape overshadows all other new white grapes as completely as the great Falls bearing the same name, overshadows other like natural scenery.

The "Niagara" a Remarkable Grape.

Extract from Editorial Remarks in *Rural New Yorker*, May 28, 1881.

We believe the "Niagara" to be a remarkable grape, all things considered. The vine is perfectly hardy at Rural Farm (temperature 19 below zero) and of great vigor. * * * The quality of the grape is to our taste better than Concord. From our best information, this variety is one of the most prolific of any of which we have any knowledge.

Extracts from an article by E. Williams in Rural New Yorker, Nov. 6, 1880.

The "Niagara" Grape.

The vines are very vigorous in growth, covering the trellises completely with a dense mass of large, thick, leathery, dark-green foliage. * * * These young vines bore ample testimony as to productiveness. Two of them had had some of the lower leaves removed for the purpose of photographing them. One of these vines contained 63 clusters of fruit, the fruiting canes being confined to two arms, each two feet long. The weight of the fruit, estimated by several of the party, varied from 21 to 30 pounds, and each thought his estimate a low one. We saw the original vine, which was layered in '76, producing 48 layers. The year following it produced 30 pounds of fruit, some clusters weighing 14 ounces, and it was heavily loaded at the time of our visit.

The bunches are large, compact, sometimes shouldered, green in the shade, of a fine, delicate amber color in the sun, and so transparent that the seeds are readily seen when held to the light. The berries are large, oval, three-quarters to seven-eighths of an inch by actual measurement, with a thin tough skin, adhering firmly to the peduncle. We lifted several clusters of one-half pound weight by a single berry. The flesh is tender, sweet and juicy. * * * The clusters exposed to the sun are the sweetest, richest and handsomest. Judging from the testimony of those who have tasted the samples I brought home, it will please if not satisfy 99 out of 100.

Another important feature is its early ripening and long keeping and carrying qualities. On the 24th of August, just a month previous to our visit, a gentleman from Hammondsport took a basket of fruit with him—at which time it was considered riper than the Hartfords alongside—and at this writing a bunch on my table looks almost as fresh and plump as when taken from the vine four weeks ago.

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From the American Garden, December, 1880—F. M. Hexamer, Editor.

The "Niagara" Grape.

During the latter part of October we had an opportunity to taste some fine bunches of "Niagara" grapes, and were surprised to find them so much better than those we had eaten about the middle of September, that from their eating quality alone we would hardly have recognized them as the same grape. The peculiarity of this variety appears to be that while ripening very early, it keeps a long time on the vines, gradually improving in richness and sweetness. With the "Niagara" the long-felt want of a *hardy, purely native white grape* of good quality seems to be supplied. It is, to say the least, in white grapes what the Concord is among the black.

From the Rural New Yorker, Nov. 6, 1880.

The "Niagara" Grape.

We have received a box of these grapes from Mr. J. S. Woodward, of the Niagara Grape Company, Lockport, N. Y., who writes to us:

* * * These were fully ripe by August 20th, and were cut on October 20th, thus having hung ripe on the vines two full months.

* * * * *

[The above were received in perfect order, each grape as sound as a nut. The "Niagara" is just what is needed in our markets to-day.]—Eds.

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SOME DISINTERESTED TESTIMONY RESPECTING THE "NIAGARA" GRAPE.

Last week the Rural Farm was visited by Dr. Henry Stewart, Dr. F. M. Hexamer, Dr. A. R. Ledoux, Mr. C. V. Mapes, and Mr. E. Williams. During their visit a dish of white grapes (the name was not mentioned) was placed before them, and each one was requested to state his opinion of their quality. Mr. Williams, said: "It appears to be the 'Niagara,' though they are richer and better than the 'Niagaras' I have before tasted. Whatever it is, if you can grow that grape, you will go a long way to find one better."

Dr. Ledoux, said: "It is splendid."

Dr. Hexamer, said: "It comes the nearest to 'Niagara' of any grape I can think of, though it seems rather better. The 'Niagara' is the greatest step in advance since the Delaware."

Dr. Stewart, said: "It is a first-class grape—far ahead of the 'Niagara.'"

Mr. Mapes, said: "I thought it a hot-house grape."

The grapes were sent to us by Mr. Woodward, as elsewhere noted in our present issue [and were "Niagaras"].

—o—

J. P. Thompson in Detroit Post and Tribune, November 7, 1879.

New Grapes at the American Pomological Society's Meeting at Rochester.

The variety that gives greatest promise is, in our opinion, the "Niagara." * * * We confidently expect it to prove a most valuable market grape, and one that will take the Chicago market by storm. We do not hesitate to place it at the head of all the white grapes, for the reason that it has a *certainly* about it that will give value received.

—o—

D. W. Beadle in Canadian Horticulturist, Jan'y, 1880.

The "Niagara" Grape.

At the time of our visit the Hartford Prolific was just being cut for market, but we are confident they would have found but few purchasers had as many baskets of "Niagara" accompanied them.

From the American Rural Home, Sept. 25, 1880.

The "Rural Home" Editor Visits the "Niagara."

We would here say that the Rural Editor has not one dollar's pecuniary interest, directly or indirectly, in the "Niagara" grape; and his only reason for following it up from time to time and year to year, is the fact that he resolved that if the "Niagara" has any defects that will prevent its meeting the want of the public, that public shall be informed of it before investing money in it.

Learning that it had been ripe for several days, he went out to Lockport, August 30th, and again looked over Mr. C. L. Hoag's vineyard. * * * When we visited it last fall it was bearing quite a crop of grapes on the second year's growth, and the older grafts were loaded down with their burden of fruit. We saw the same fruit over a month later, which had been left hanging on the vines all that time, and it was perfectly sound.

This year, we find the same old vines loaded to repletion with handsome fruit, and the vines on the young plantation, on the third year's growth, carrying a heavy load of fruit. By weighing some bunches, counting and averaging, we concluded that a large proportion of the vines are carrying from twenty to twenty-five pounds of fruit. This is wonderfully prolific. The secret of its ability to bear so heavily is revealed to us when we examine the foliage: Large, thick, leathery, a deep green with the hue of iron-rust underneath, they show a strength and vigor equal to the greatest demand of productivity. No sign of rust or other disease is visible. Not the Concord, even, is so strong and healthy. * * *

As for the fruit, the berries are of the size of Concord, compactly and firmly arranged in a large shouldered bunch, half a pound and upwards. We weighed one that reached eleven ounces. The berries are round, greenish white, turning to faint amber when fully ripe, soft pulp, and a sweet, excellent flavor. You find no unpleasant taste in pulp or skin, you can eat large quantities with no unpleasant results.

From the American Rural Home, Nov. 6, 1880.

THE EDITOR AGAIN VISITS THE "NIAGARA."

On the 21st day of October, just fifty-one days from the date of his first visit, he made another.

We found that the vines had made a remarkable large, strong growth of new wood this season, and that it was ripened almost to the very tips. We compared the new growth with that made by Hartford Prolific, Concord, Moore's Early, and several varieties of Roger's Hybrid's, in proximate rows, and none of them had made anywhere near such strong growth, and all had much unripened wood.

We examined the foliage, and although the frost had crisped the leaves of the top-

most canes in the lowest part of the acre plantation, the great mass of foliage there, and all over the plantation, was as green and healthy as on our former visit. It was a marvel of luxuriance. * * *

We also found grapes in considerable quantities still hanging upon the vines. The bunches hanging upon the vines were sound, solid, compact, free from rotten or mashed berries, in every way in as good order as they were on the 30th of August. There were two or three vines which we specially noticed then because they were so heavily loaded with fruit, a single vine bearing over sixty bunches, and those grapes had been left on the vines, and were as sound, and the berries as hard as they were over seven weeks before. This staying quality of the "Niagara" is a very important one, extending the season when they may be picked and marketed so long as to give the grower ample time to dispose of them and to select the best markets in the country. We have no doubt that they might be picked and stored in a fruit-house until the holidays without detriment to the grapes.

The quality of these grapes had improved immensely since we tasted them in August, and even since we tasted them at the Western New York Fair, three weeks before. They were decidedly sweeter and richer, more nearly resembling the better foreign varieties. It is a grape with no unpleasant, disagreeable flavor, nothing that would repel the most fastidious taste; a grape that will at the same time please the connoisseur and the masses. It has a thin skin that will not crack, but will hold its contents to the last. It is free from that tough, elastic interior called pulp. It is sweet to the center, and after you have eaten it no unpleasant memento is left about the tongue or mouth.

As a market grape it must assume a commanding position. Its fine appearance, size and quality must give it a place second to none. When grown in all parts of our country possible, in the highest and lowest latitudes in which it will flourish, it will extend over so long a season as to almost if not quite obviate the necessity of importing foreign varieties, or even California grapes.

—o—

J. J. Thomas in Country Gentleman, October 7, 1880.

A Visit to the "Niagara."

The leaves are thick, distinctly lobed, and hang long on the vine. The bunches often measure six inches long, they are compact, uniform and handsome; berries $\frac{3}{4}$ inch in diameter, light greenish yellow, ripening about as early as Hartford. They are much superior in quality to Concord. * * * The vigor, productiveness, and healthiness of the vine, the size and beauty of the fruit, and the facility with which it may be shipped, present an unusual combination of valuable qualities for market.

From the Country Gentleman, Oct. 21, 1880.

The "Niagara" Grape.

I do not wonder that your correspondents are interested in the "Niagara" grape, and the more it is known, the better it is likely to be appreciated. On the 2d of October I saw it in bearing. It is, even so late, one of the few grapes that it is worth making a pilgrimage to see. A vineyard set in May, 1878, showed a growth that I have never before seen equaled in vines of that age. The leaves, even at this late date, were glossy and green—much better than I ever saw in the Concord so late in the season. The vines were bearing, or had borne, a crop varying from 15 to 25 pounds per vine, and on some vines the large, rich clusters still hung. This is one of the excellencies of the "Niagara." It is not only an early grape, but it will hang upon the vine till frost, and grow better, or at least no poorer, all the time. In flavor the "Niagara" is very good, not entirely free from a musky aroma, but so *modified that this really makes the grape better*. I can hardly call it the best flavored grape I know, for a Delaware, or thoroughly ripened Catawba, answers my taste perfectly. But of those who eat it, fully one-third will pronounce it the best grape they ever tasted. So many good qualities in a white grape, make the "Niagara" indispensable, not only for the amateur, but after a few years I think it will be the leading market grape of the country.

W. J. FOWLER.

Monroe County, N. Y.

The "Niagara" Grape.

Extract from Report of Standing Committee on New Fruits of the Fruit Growers' Association of Ontario (Canada), made at Hamilton, January 19, 1881.

"NIAGARA," WHITE—FROM CONCORD AND CASSADY.

It is an immense bearer, bunches large, shouldered, and very compact; berry fully as large as Concord. Quality and flavor, peculiar to itself—best. rich. After tasting all the varieties we know of on the Catalogue, our desire for a really fine, fruity grape would invariably bring us back to the "Niagara," and after tasting and re-tasting over the whole tables, we would still come back to the "Niagara" with a strong desire to remain. It has a thin, tough skin, not liable to crack; melting and delicious to the core, with a fine, rich aroma. * * * While it ripens as early as Hartford Prolific, it will remain to the latest without losing in appearance or quality.

Truly, we have found in this all that could be reasonably desired in a white grape for the million.

(Signed by Committee.)

ALEX. McD. ALLAN,
Chairman.

The "Niagara" Grape.

Extracts of Report of Western New York Horticultural Society's Meeting at Rochester, Jan. 23, 1881.

Mr. Daniel E. Rogers, of Wheatland, had seen "Niagara," and thought it presented the finest show of good grapes he ever saw.

Mr. W. J. Fowler, of Pitsford, visited Lockport October 2d. Most grapes had then shed their leaves, but those of "Niagara" were uninjured. The fine clusters of grapes were hanging very thick. In quality regarded it the best white grape he had eaten. A plot set three years, had the most uniform and luxuriant growth of vines he ever saw. In productiveness it was a marvel.

Mr. A. C. Younglove, of Vine Valley, said the "Niagara" excelled all other white grapes in vigor, productiveness and staying qualities. It combined more good qualities than any other he ever knew.

Mr. Henry Harrison, of Rochester, would endorse all that had been said in favor of "Niagara." He knew of no grape that suited his taste so well as "Niagara."

J. J. Thomas, of Union Springs, saw the "Niagara" in all its glory. As for vigor, hardiness and productiveness it has no superior. It is not of the highest flavor, but half-way between Concord, and the most delicious grapes we can grow.

Mr. Hooker, of Rochester, agreed with Mr. Thomas about "Niagara."

From the Country Gentleman, Dec., 1880.

The "Niagara" Grape at Columbus, O.

(From G. T. Newton's Report of the Ohio State Horticultural Society's Meeting at Columbus, December 10, 1880.)

Mr. Woodward, of Lockport, N. Y., exhibited two plates "Niagara" grapes. They were in good condition, and the finest hardy white grape I have ever seen. The berry is white, round, and large as Concord, of which it is a seedling; the skin is thin, the pulp soft and delicious, and the aroma unsurpassed.

Extract from an article by C. A. Green in Rural New Yorker, March 5, 1881.

The "Niagara" Grape.

One element of success the Niagara people have enjoyed from the beginning, without which no amount of ingenuity could have availed. They have a grape well suited to the wants of the public. * * * While not a variety of superior quality it is good enough for market purposes, and not one in a thousand but will smack his lips over it. Its vigor, productiveness and beauty are its strong points.

E. F. Elwanger in American Rural Home, Jan. 24, 1880.
New Grapes at Rochester.

Over and over again, I tasted the different kinds, and I took the "Niagara" as the best of the white grapes on exhibition.

CAUTION.

As certain unprincipled parties are trying to swindle the people by offering vines claiming them to be "Niagara," we wish to caution the public that *no vines have passed out of our hands in any way* giving any one the right to propagate, *nor will any* before such time as we shall fully advertise.

And when we do offer them for unconditional sale EVERY VINE *will be* UNDER SEAL in such a way that if the people will carefully see that the *Seal has not been meddled with*, we will

GUARANTEE EVERY VINE

Shall Produce

"NIAGARA" GRAPES.

We shall deem it a *special favor* if you will inform us of any one offering NIAGARA vines, as we wish to protect the public against *imposition and fraud* in its dissemination, and to that end will prosecute any and all such swindlers.

THE NIAGARA GRAPE CO.,

Sept. 3d, 1887

LOCKPORT, N. Y.